

Service visualist services
Industry Government
Location Eindhoven

Customer story **Visualizing the Brainport Region**
Customer Brainport

Brainport uses MagnaView's visualist services to turn raw data on economic indicators into a web presentation for the public-at-large and for governmental decision makers.

Customer profile

Brainport Eindhoven belongs to a small group of top technology regions in Europe. With companies like Philips and ASML in this region, Eindhoven University of Technology, the Eindhoven Design Academy and many other companies and institutions, Eindhoven has a tradition and a future as one of the most innovative, knowledge-driven regions of Europa.

"...MagnaView is a great example of the Brainport-in-action..."

Representing Brainport

Ton van Lier is a manager strategy for Brainport.

"Brainport is a unique cooperation between players from industry, government and education. Our small office is an incubator for new projects which strengthen the economic backbone of this region.

One of our tasks is to gather and disseminate information about economic development, competitiveness and innovation. We gather data from all kinds of sources, make our own analyses, and we are then faced with the challenge to present this information to the public at large, but also to (governmental) decision makers.

MagnaView's visualists turned 42.000 records with information about European and international economy stored in a range of Excel-files, into a consistent database, and set out to analyze and visualize out data.

This has resulted in improved analysis capabilities, and in great illustrations for our reports. Besides, we now have an innovative, interactive part of our website, which really tells a story about the Brainport on the basis data we had gathered.

Finding out about MagnaView starts with (visually) inspecting our products.
Download a demo from www.magnaview.nl tab community today, or ask us for a trial version.

Last but not least, MagnaView is a great example of the Brainport-in-action. A startup coming out of the internationally highly regarded visualization group of Eindhoven Technical University is just the kind of development Brainport encourages!"

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